Digital Media Glossary

A/B Testing
Experimenting with different versions of your marketing materials to see which performs best.

Accelerated Mobile Pages (AMP)
Fast-loading web pages optimized for mobile devices.

Ad Extensions
Refers to additional information to a Google paid search ad. This additional information can be, callouts, pricing, reviews, click to call, site links, and app downloads.

Ad Rank
The position your ad occupies in search results.

Backlink
A backlink refers to a link that is hyperlinked to another website.

Business To Business (B2B)
Using digital technologies and strategies to reach leads and convert customers from one business to another business

Business To Consumer (B2C)
Using digital technologies and strategies to reach leads and convert customers from a business to a consumer

Call to Action (CTA)
A prompt that encourages users to take a specific desired action, like subscribing or making a purchase.

Click
When a user manually takes action and clicks on a digital advertisement.

Click Through Rate (CTR)
The percentage of ads that were clicked on by a user (total number of clicks divided by the total number of impressions served).

Connected TV (CTV)
Video content that is delivered to a user via the Internet rather than a traditional cable subscription.

Conversions
The desired actions users take, like purchases, sign-ups, or downloads.

Cost Per Click (CPC)
The total cost of the campaign divided by the total number of clicks.

Cost Per Thousand (CPM)
The cost of every 1,000 digital ad impressions purchased.

Cost-Per-Acquisition (CPA)
The cost to get someone to take a desired action, like making a purchase.

Customer Relationship Management (CRM)
Software and strategies for managing interactions with your customers.

Desktop Delivery
Digital ads that are served on a traditional desktop computer or laptop device.

Demand-Side Platform (DSP)
A platform for advertisers to buy ad space across various websites and networks.

Demographic Targeting
Target your ads to specific age groups, genders, incomes, etc.

Direct Traffic
Direct traffic refers to a net user going directly to a web page.

Display Network
Display network refers to a network of websites and apps that allow marketers to display ads on their pages

Eblast
A promotional email sent to targeted opt-in users where the client owns the entire message and appears as the sender.

Email Marketing
Email marketing refers to the use of email to convert prospects and customers to sales.

Email Service Provider (ESP)
A platform for sending and managing email campaigns

Enewsletter
An email sent to opt-in users from an owned and operated news site with advertisements in conjunction with editorial content.

Engagement Rate
Engagement rate refers to the percentage of followers or viewers that engage with a post.

Event Marketing
Event marketing refers to the promotion of a brand, product or service through promotional events

Frequency Cap
A limit to the number of times an individual user will be shown a particular digital advertisement within a given time frame.

Geo-Fence
A digital border that is drawn around a specific address or set of addresses used to target users with digital ads when they are present at that specific location.

Geo-Target
The geographical area being targeted by a digital campaign.

Google Analytics (GA)
A website traffic analysis tool that provides insights into visitor behavior and website performance.

Google Display Network (GDN)
Reach potential customers across websites and apps.

Google Search Console (GSC)
Monitor your website's search performance.

Homepage Takeover
Digital advertisement involving every unit on the homepage of a website, giving the client a 100% share of voice on the page.

Impression
When a digital ad is shown on a user's screen.

Impression Share
A metric which represents a percentage of consumer ad views minus the actual count of views of the ad over the possible times the ad could have been seen.

Interest Targeting
Reach people based on their online interests and browsing habits.

Internet Radio
Audio streamed over a network rather than received as a signal from a particular physical location.

Key Performance Indicator (KPI)
Measurable metrics to track your marketing progress and effectiveness.

Keyword (KW)
A searchable term used to target your ads to relevant searches.

Landing Page
The web page people arrive at after clicking your ad.

Lifetime Value (LTV)
The total revenue a customer generates for your business over their lifetime.

Local Display
A newspaper or broadcast station's owned and operated website.

Mobile Delivery
Digital ads that are served while a user is engaging an app on their mobile device or visiting a website via an Internet browser on their mobile device.

Native Advertising
Digital content from an advertiser that positions them as a subject matter expert and reads like an editorial piece.

Negative Keywords
Words you exclude from your targeting to avoid irrelevant impressions.

Organic Search Traffic
Organic search traffic refers to a traffic source to a website that results from non-paid search engine results.

Over The Top (OTT)
Video content that is delivered to a user via the Internet rather than a traditional cable subscription.

Page View
The total number of times a page on a website is visited during a set period of time.

Pay-Per-Click (PPC)
An online advertising model where you pay each time someone clicks on your ad.

Pixel
A unit of measurement used in the creation of digital advertisements.

Pre-Roll Video
Video advertisements that play before video content on websites or mobile apps.

Psychographic
Research data that describes consumers on the basis of psychological traits or lifestyle preferences.

Quality Score
Google's assessment of your ad's relevance and quality, impacting ad rank and cost.

Real-Time Bidding (RTB)
An auction system where advertisers bid on ad impressions in real-time.

Referral Traffic
Referral Traffic refers to a marketing method of leveraging customers, partners, or employees.

Remarketing
Remarketing refers to a type of paid ad that is shown to consumers after having viewed the product or visited a website.

Return On Ad Spend (ROAS)
How much revenue you generate for every dollar spent on ads.

Return on Investment (ROI)
The ratio of revenue gained from an investment compared to the cost of the investment.

Search Engine Marketing (SEM)
Paid advertising techniques to boost your website's visibility in SERPs.

Search Engine Optimization (SEO)
Elevating your website's visibility in search engine results pages (SERPs) organically.

Search Engine Results Page (SERP)
The page where search results appear.

Social Display
Paid advertisements on a social platform such as Facebook, Twitter, Pinterest, etc.

Streaming
The method of receiving audio or video data in a continuous flow across a network.

Strengths, Weaknesses, Opportunities, Threats (SWOT)
Framework for analyzing your competitive position.

Tablet Delivery
Digital ads that are served while a user is engaging an app on their tablet device or visiting a website via an Internet browser on their tablet device.

Target Audience
Target audience refers to a specific group of people with shared characteristics that meet a marketer's buyer personas.

Unique Visitors
Unique visitors refers to a Web Analytics metric used to show the number of different, unique visitors to a website over a specific period.

Urchin Tracking Module (UTM)
Tags added to URLs to track the performance of specific marketing campaigns.

User Experience (UX)
The overall usability and enjoyment of interacting with your website or marketing materials.

User Interface (UI)
Refers to how a user and digital device interact.

Video Completion Rate (VCR)
The percentage of videos viewed to 100% completion (total number of videos watched at 100% divided by the total number of impressions served).

Video Marketing
Video marketing refers to a marketing strategy that integrates video with advertising.

Visits
Visit refers to a metric used to calculate the total site navigations of a visitor to a website. Visits can also be referred to as sessions.

Get Karma working for you.